Sample Statement of Purpose (SOP) for General MBA

I learnt the core values of focus, perseverance and patience at a very early stage of my life. My father who is a patient, disciplined and determined individual, would spend countless number of hours in his endeavor to purchase a residential property in nascent economic times. His success in buying our dream home and at a "value-for-money" motivated me to follow his ideals.

A few years later, it was this belief that led me to major success in organizing a cultural/religious event in our sprawling locality. After convincing nearly 10 of my friends staying nearby, I went on to solve problems in the other two areas of concern – lack of funds and unwillingness of the community towards contributing to the event.

Beyond the schooling and study hours, I led the team towards garnering contributions from more than 100 households in the locality. Slowly and gradually, and over a 2 month period, we had crossed our targeted revenue collection. The event was a mega success

and established the trend for similar cohesive celebrations and the foundation for the "Cultural events committee" in the residential complex.

I realized my passion for Technology during the final year of my undergraduation. A particular project required me to develop computer software to automate certain calculations and tasks that formed a part of an experiment. My intellect gained apt stimulation as I developed the "logic flow", wrote programming instructions and tested the software (computer application). After completing my Master degree in Computer Application, I was eager to join a cutting edge technology company and make a mark as a professional in this booming, dynamic industry.

At ABC (my first employer), I had the opportunity to work with "Bluetooth", an emerging technology. Valuable skills in teamwork were learnt as we were expected to wear different hats at the same time in the technology startup– we had to help not just ourselves but each other. Apart from technology, I played a key role in the quality assurance team and was instrumental in getting ISO 9001:2000 for my organization. The project brought home the importance of processes in the IT (1) industry. I also became aware of the process of designing systems to ensure continual improvement. After a brief stint in developing open source software applications at ABC, I joined DEF, an established name in the industry and in India's IT (1) hub – Bangalore. In the initial firs month itself I realized that the rich cultural diversity in India – my colleagues at ADEF Inc. happened to be from all across the country. The tenure broadened my perspective through exposure to a variety of cultures and languages and fortified competencies as a software engineer.

The transition to DEF marked a new step up in my career. As a team leader, I was entrusted with the responsibility of large scale leading teams and on sophisticated, intriguing and challenging technology projects involving understanding of computer technology at a much deeper level (operating systems, databases). I also became acquainted with the entire lifecycle of technology product development and had the opportunity to interface with clients across the globe and assess their needs. My career has thus evolved from that of an engineer/technologist to a professional capable of understanding both technological and business developments and leading technical teams to deliver outstanding project results.

The IT (Information Technology) industry forms the focus of my near term (post MBA) and long term goals. With strong depth, expertise and leadership experience in the IT industry, my near-term goal is to higher levels of responsibilities and challenges as a Project Manager. With core competencies in actuating the development of software products, I hope to add value to the technology/product strategy/deployments of leading IT (1) corporations such as A, B,C and D. I also hope to gain further

depth of expertise by working with software services corporations such as EFG. In the long run, I aim towards heading the IT (1) function/department whose core business may not be technology. Such a role will enable me to passionately succeed in applying technology towards making business easy.

A global MBA from XYZ University is the key to achieving my career goals at this juncture in my career. It will enable understanding at a cross functional level of enterprise complexity and at a perfect stage to be able to apply such learning's. I will thus be aware and well conversant with the challenges faced by various business functions – be it Information Systems, finance, operations, sales and marketing or human resources. Such an educational endeavor will complement my core competencies as a technologist and equip me to utilize my knowledge and expertise towards building world class computer applications that will solve a variety of business challenges and enable my clients to create value. The School's approach of cultivating intuition through academic coursework, case studies and consulting and research assignments will help me strengthen my fundamentals and develop well-trained managerial and entrepreneurial instincts in my chosen field. I also hope to equip myself with advanced analytical tools and techniques that will foster managerial efficiency.

The XYZ College of Business with a rich accomplishment history ranks among the premier, truly global business schools. Such a platform to interact with globally diverse student community will bring in the opportunity to learn cutting edge business practices and will also prepare me to excel in a global arena. There is also the great opportunity to closely network with alumni and learn through seminars from global business leaders. It is thus my most preferred destination for pursing an M.B.A program.